ORDER

Orders

Order / Rev:

36810

Alt Order #:

08847277

Product Desc:

ROMNEY/RNC

Estimate:

Order Type:

Flight Dates:

08/15/12 - 08/21/12 07/30/12 / 09/05/12

Original Date / Rev:

GENERAL

KLAS

K-WAS

Primary AE:

Mike Jones

Sales Office: Sales Region:

National

Agency

Name:

American Rambler Production

Buying Contact:

Stephanie Kincaid

Billing Contact:

138 Conant St.

Beverely, MA 01915

Billing Cycle:

Billing Type:

Billing Calendar:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:15:00

Advertiser

Name:

Romney, Mitt / R-Pres

Demographic: Product Codes: A25-54 PO1

Priority: Revenue Codes:

LV3

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Spots Gross Amount Net Amount Start Date End Date \$173,240.00 \$147,254.00 07/30/12 08/21/12 126

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	126	\$173,240.00	\$147,254.00	0.00
Totals	126	\$173,240.00	\$147,254.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Tota		
KLAS	35%	\$173,240.00		
Market	100%	\$494,971.43		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$123,742.86
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$24,748.57
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 1	8	08/20/12	08/21/12	8 News Now 6a M-F 8 News Now 6a M-F	СМ	6-7a	MT	:30	4 \$1,100.00LV1	0.00 NM	4	\$4,400.00
	NOW 6	AM										
	Sta	rt Date	End Date	Weekdays Spo	ts/Week	Rate	Rating					
٧	Veek: 08/	20/12	08/26/12	MT	4	\$1,100.00	0.00					
E 2	8	08/15/12	08/17/12	8 News Now 6a M-F	CM	6-7a	WTF	:30	6 \$1,100.00LV1	0.00 NM	6	\$6,600.00
				8 News Now 6a M-F								

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08/15/12 - 08/21/12

Estimate:

KLAS

Ln Ch NOW 6	Start SAM	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
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E 3 8	08/20/12	2 08/21/12	CBS This Morning		7-9a	MT	:30	4	\$900.00LV1	0.00 NM	4	\$3,600.00
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E 4 8			CBS This Morning	<u> </u>	7-9a	WTF	:30	6	\$900.00LV1	0.00 NM	6	\$5,400.00
			CBS This Morning									
	SHOW art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/19/12	WTF	6	\$900.00	0.00						
E 5 8	08/15/12	08/17/12	Live w/Kelly	CM	9-10a	WTF	:30	3	\$650.00LV1	0.00 NM	3	\$1,950.00
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			Price Is Right									
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E 9 8	08/15/12	2 08/17/12	Y&R Young & Restless	CM	11a-12p	WTF	:30	3	\$1,800.00LV1	0.00 NM	1	\$1,800.00
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Print Date: 09/20/12 17:53:21 Page 3 of 7

KLAS

Order / Rev:

36810

Advertiser:

Romney, Mitt / R-Pres

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08847277

Product Desc:

ROMNEY/RNC

Flight Dates: 08/15/12 - 08/21/12 Estimate:

NOON NEWS Start Date End Date Weekdays Spots/Week Rate Rating	\$3,900.00 \$2,600.00 \$3,9250.00
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1 8 08/20/12-08/26/12 Y&R 11a-12p MT :30(\$4,800-00) 0.00 NM Credited [due n/a upon entry (DA)] 2 8 08/20/12-08/26/12 Y&R 11a-12p MT :30(\$4,800-00) 0.00 NM Credited [due n/a upon entry (DA)] E 11 8 08/15/12 08/17/12 8 News Now Noon M-F CM 12-1230pWTF :30 6 \$650.00 LV1 0.00 NM 8 News Now Noon M-F CM 12-1230pWTF :30 6 \$650.00 LV1 0.00 NM 8 News Now Noon M-F CM 12-1230pWTF :30 4 \$650.00 LV1 0.00 NM 8 News Now Noon M-F CM 12-1230pWTF :30 4 \$650.00 LV1 0.00 NM 6 News Now Noon M-F CM 12-1230pWTF :30 4 \$650.00 LV1 0.00 NM 6 News Now Noon M-F CM 12-1230pWTF :30 4 \$650.00 LV1 0.00 NM 6 News Now Noon M-F CM 12-1230pWTF :30 4 \$650.00 LV1 0.00 NM 6 News Now Noon M-F CM 12-1230pWTF :30 3 \$750.00 LV1 0.00 NM 6 NOON NEWS Now Noon M-F CM 12-1230pWTF :30 3 \$750.00 LV1 0.00 NM 6 Noon NEWS Now Noon M-F NOON NEWS Now Noon NOON NEWS Now Noon M-F NOON NEWS NOON NOON NEWS NEWS NOON NOON NOON NEWS NEWS NOON NOON NOON NEWS NEWS NOON	4 \$2,600.00
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Start Date End Date Weekdays Spots/Week Rate Rating	3 \$2,250.00
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8 News Now 4p M-F NOW 4PM	
Start Date End Date Weekdays Spots/Week Rate Rating	

Print Date: 09/20/12 17:53:21 Page 4 of 7

Order / Rev:

36810

Romney, Mitt / R-Pres Advertiser:

08847277 Alt Order #:

Product Desc: ROMNEY/RNC

Flight Dates: 08/15/12 - 08/21/12

Start Date End Date

Weekdays

Spots/Week

Estimate:

KLAS

	. . .										
Ln E 20		End 12 08/17/12	Inventory Code	Break I-F CM	Start/End 7	wTF	Len Spo	ts Rate P 6 \$900.00L			\$5,400.00
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	ek: 08/13/12	08/19/12	WTF		\$1,250.00	0.00					
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Rating

Rate

Print Date: 09/20/12 17:53:21 Page 5 of 7

KLAS

Order / Rev: 36810

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: 08847277

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ROMNEY/RNC

Flight Dates:

08/15/12 - 08/21/12

Estimate:

Inventory Code Ln Ch Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 08/20/12 08/21/12 Letterman CM .30 \$650.00LV1 0.00 NM E 30 1135p-1237a MT----\$1,300,00 Letterman LETTERMAN Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 08/20/12 08/26/12 MT----0.00 \$650.00 :30 1\$12.000.00LV1 0.00 NM 8 08/21/12 08/21/12 Tue 8-9p CM 8-9p -T----\$12,000.00 **NCIS NCIS End Date** Spots/Week Start Date Weekdays Rate Rating -T----Week: 08/20/12 08/26/12 1\$12,000.00 0.00 08/15/12 08/15/12 Wed 9-10p CM --W----:30 1 \$10,000.00 LV1 0.00 NM \$10,000.00 8 9-10p E 32 **Criminal Minds CRIMINAL MINDS** Start Date **End Date** Weekdays Spots/Week Rate Rating --W----1\$10,000.00 Week: 08/13/12 08/19/12 0.00 1 \$7.000.00LV1 08/17/12 08/17/12 Fri 9-10p CM 9-10p ---F--:30 0.00 NM \$7,000.00 CSI: NY CSI:NY Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 08/13/12 08/19/12 ---F--1 \$7,000.00 0.00 :30 1 \$7,000.00LV1 0.00 NM \$7,000.00 08/17/12 08/17/12 Fri 10-11p CM 10-11p ----F--1 **Blue Bloods BLUE BLOOD** Weekdays Spots/Week Rating **Start Date End Date** Rate Week: 08/13/12 08/19/12 ---F--\$7,000.00 0.00 5-7p ----S-:30 2 \$1,500.00LV1 0.00 NM 2 \$3,000.00 E 35 08/18/12 08/18/12 8 News Now Sat 5-7p CM 8 News Now Sat 5-7p **NEWS ROTATION** Rating Start Date End Date Weekdays Spots/Week <u>Rate</u> ----S-2 \$1,500.00 0.00 Week: 08/13/12 08/19/12 :30 \$750.00LV1 0.00 NM 08/18/12 08/18/12 Politics Now S Sebelius CM **Various** ----S-0 \$0.00 Politics Now S Sebelius (5:30 PM-6:00 PM) **POLITICS NOW** Weekdays Spots/Week Rate Rating Start Date End Date 08/19/12 ----5-\$750.00 0.00 Week: 08/13/12 <u>Length</u> **Spot** Ch Date Range Description Start/End Time <u>Weekdays</u> Rate Rtg Type (5:30 PM-6:00 P----Sa--:30 (\$750.00) 0.00 NM 8 08/13/12-08/19/12 Politics Now S Sebelius 1 Various Credited due to Charger football \$0.00 7-8p :30 \$250,00LV1 0.00 NM 0 E 37 08/18/12 08/18/12 Sat 7-8p - ET Wknd CM ----5-2 **Ent Tonight Weekend ENTERTAINMENT TONIGHT** Spots/Week Start Date End Date **Weekdays** Rate Rating ----5-\$250.00 0.00 Week: 08/13/12 08/19/12 2 **Description** Start/End Time Weekdays Length Rate Rtq Type **Spot** Ch Date Range 7-8p -----Sa--:30 (\$250.00) 0.00 NM 8 08/13/12-08/19/12 Sat 7-8p - ET Wknd 1 Credited [due n/a upon entry (DA)] 8 08/13/12-08/19/12 Sat 7-8p - ET Wknd ----Sa--:30 (\$250.00) 0.00 NM 7-8p Credited [due n/a upon entry (DA)] CM 8-9P ----S-:30 2 \$2,500,00LV1 0.00 NM 0 \$0.00 E 38 8 08/18/12 08/18/12 Sat 8-9p Comedy Saturday **ENCORE** Rating **Start Date End Date Weekdays** Spots/Week Rate Week: 08/13/12 08/19/12 ----S-2 \$2,500.00 0.00

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KLAS

Order / Rev:

36810

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: Flight Dates: 08847277

Product Desc:

ROMNEY/RNC

08/15/12 - 08/21/12

Estimate:

Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln 0.00 NM \$0.00 E 38 8 08/18/12 08/18/12 Sat 8-9p CM 8-9P :30 2 \$2,500.00LV1 Comedy Saturday **ENCORE Start Date End Date Weekdays** Spots/Week Rate Rating 08/19/12 ----S-2 \$2,500.00 0.00 Week: 08/13/12 **Description** Start/End Time Rate Rtq Type <u>Spot</u> Ch Date Range Weekdays Length 8-9P :30(\$2,500.00) 0.00 NM 8 08/13/12-08/19/12 Sat 8-9p -----Sa--1 Credited [due n/a upon entry (DA)] 8-9P :30(\$2,500.00) 0.00 NM 8 08/13/12-08/19/12 Sat 8-9p -----Sa--[due n/a upon entry (DA)] 1 \$2,500.00LV1 08/18/12 08/18/12 Sat 9-10p CM 9-10P ----S-:30 0.00 NM \$2,500.00 E 39 Crimetime Saturday **CRIMETIME SAT** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 08/13/12 08/19/12 ----S-\$2,500.00 0.00 F 40 08/18/12 08/18/12 Sat 10-11p CM 10-11P ----S-:30 1 \$4.000.00LV1 0.00 NM 1 \$4,000.00 48 Hours Mystery **48HRS MYSTERY** Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate Week: 08/13/12 08/19/12 ----S-1 \$4,000.00 0.00 08/18/12 08/18/12 Sat 1135p-1235a Priv P@M 1135p-1235a :30 \$150.00LV1 0.00 NM 0 \$0.00 The Unit THE UNIT Start Date **End Date** Weekdays Spots/Week Rate Rating ----5-\$150.00 0.00 Week: 08/13/12 **Description** Start/End Time **Weekdays Length** Rate Rtg Type **Spot** Ch Date Range 8 08/13/12-08/19/12 Sat 1135p-1235a Priv Prac 1135p-1235a -----Sa---:30 (\$150.00) 0.00 NM Credited due to special programming :30 \$250.00LV1 0.00 NM 2 \$500.00 08/18/12 08/18/12 CBS Early Show - Sat. CM 5-7a ----S-CBS Early Show - Sat. **EARLY SHOW End Date** Spots/Week Rate Rating Start Date Weekdays Week: 08/13/12 08/19/12 ----S-\$250.00 0.00 \$0.00 08/18/12 08/18/12 CBS Early Show - Sat. CM 5-7a ----S-:30 \$250.00LV1 0.00 NM E 43 CBS Early Show - Sat. **NEWS** Rating **End Date** Weekdays Spots/Week Start Date Rate ----S-2 \$250.00 0.00 08/19/12 Week: 08/13/12 Ch Date Range Description Start/End Time Weekdays **Length** Rate Rtq Type **Spot** :30 (\$250.00) 0.00 NM 1 8 08/13/12-08/19/12 CBS Early Show - Sat. 5-7a Credited [due n/a upon entry (DA)] -----Sa--:30 (\$250.00) 0.00 NM 8 08/13/12-08/19/12 CBS Early Show - Sat. 5-7a Credited [due n/a upon entry (DA)] E 44 08/19/12 08/19/12 8 News Now Sun AM #CM 8 News Now Sun A----S :30 \$440.00LV1 0.00 NM \$440.00 8 News Now Sun AM #1 **NOW SUN MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating ----S 08/19/12 \$440.00 0.00 Week: 08/13/12 CBS Sunday Morni----S 0.00 NM \$2,400.00 08/19/12 08/19/12 CBS News Sunday Morr@M :30 2 \$1,200.00LV1 2 E 45 8 **CBS News Sunday Morning SUNDAY MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating ----S 2 \$1,200.00 0.00 Week: 08/13/12 08/19/12 0.00 NM \$1,200.00 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 2 \$1,200.00LV1 1 08/19/12 08/19/12 8 News Now Sun AM #2 **SUNDAY MORNING-2**

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KLAS

Order / Rev: 36810

Advertiser: Romney, Mitt / R-Pres

Alt Order #: 08847277

Product Desc: ROMNEY/RNC

Flight Dates: 08/15/12 - 08/21/12 Estimate:

Ln Ch	n Start	End	Inventory Code	Break	Start/End	I Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 46 8	3 08/19/1	2 08/19/12	8 News Now Sun		8 News No	w Sun A	s :30	2	\$1,200.00LV1	0.00 NM	1	\$1,200.00
sui	NDAY MORN	ING-2	8 News Now Sun	AM #2								
	Start Date	End Date		Spots/Week	Rate	Rating						
Week	: 08/13/12 <u>Ch</u> <u>Date Ra</u>	08/19/12 nae D	escription		\$1,200.00 /End Time	0.00	Weekda	vs Lei	ngth Rate	Rtg Type		
1	8 08/13/12		News Now Sun AN		ws Now Sur	ı		Su	:30 (\$1,200.00)	0.00 NM		
	Credited [due n/a upo	on entry (DA	\1									
E 47 8			Face The Nation	СМ	Face The N	lation	s :30	1	\$600.00LV1	0.00 NM	1	\$600.00
E40	SE THE NATI	ON	Face The Nation									
FAC	E THE NATI Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	08/13/12	08/19/12	s	1	\$600.00	0.00					_	
E 48 8	3 08/19/1	2 08/19/12	Politics Now S Sel Politics Now S Se		Various (9:30 AM-10	0.00 AM)	s :30	1	\$175.00LV1	0.00 NM	0	\$0.00
930	A NEWS		1 0111100 11011 0 00	Donas	(0.007407	J. 50 T II. 1,						
Mook	Start Date : 08/13/12	End Date 08/19/12	Weekdays	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00						
Spot	. 06/13/12 Ch Date Ra		escription	•	/End Time	0.00	Weekda	<u>ys Le</u>	ngth Rate	Rtg Type		
1		2-08/19/12 P	olitics Now S Sebel	lius Vario	ous	(9:30 AM-10:00	,	Su	:30 (\$175.00)	0.00 NM		
	Credited [due n/a upo	on entry (DA)]									
E 49	8 08/19/1	2 08/19/12	8 News Now Sun	•	5-7p		s :30	3	\$1,700.00LV1	0.00 NM	3	\$5,100.00
NE\	NS		8 News Now Sun	5-7p								
	Start Date	End Date		Spots/Week	Rate	Rating						
	: 08/13/12	08/19/12	S		\$1,700.00	0.00	s :30	. 1	\$12,000.00LV1	0.00 NM	1	\$12,000.00
E 50 8	3 08/19/1	2 08/19/12	Sun 7-8p 60 Minutes	СМ	7-8p		3 .30	•	\$12,000.00EV1	0.00 INIVI	•	ψ12,000.00
60N					5.	D - #						
Week	<u>Start Date</u> : 08/13/12	End Date 08/19/12	<u>Weekdays</u> S	Spots/Week 13	<u>Rate</u> 12,000.00	<u>Rating</u> 0.00						
		2 08/19/12	•	СМ	10-11p		s :30	1	\$5,000.00LV1	0.00 NM	1	\$5,000.00
THE	E MENTALIS	т	The Mentalist									
••••	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	: 08/13/12	08/19/12	O Nove New Sup		\$5,000.00	0.00	·S :30	2	\$750.00LV1	0.00 NM	2	\$1,500.00
E 52	8 08/19/1	2 08/19/12	8 News Now Sun 8 News Now Sun	•	11-1135P		ىد. د	. 2	φ130.00EV I	U.UU INIVI	2	Ψ1,300.00
11P	NEWS	F.45 *		•	D-4:	Detino						
Week	Start Date : 08/13/12	End Date 08/19/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$750.00	<u>Rating</u> 0.00						
			Eye on Wash/Wal	St JoGM	5-6a		s :30	2	\$100.00LV1	0.00 NM	2	\$200.00
54	NEWS		Eye On Wash/Wa	all St Jrni								
3A I	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week	: 08/13/12	08/19/12	S	2	\$100.00	0.00						
										Totals	126	\$173,240.00